



Ipsos Public Affairs



community food centres  
CANADA good food is just the beginning

# Community Food Centres Canada **Assessing Food Insecurity in Canada**

APRIL 2017

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GAME CHANGERS

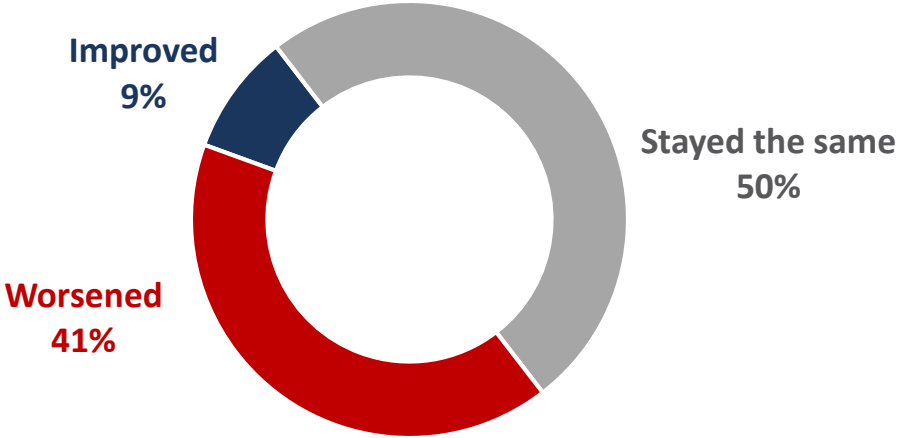


# Methodology

- These are findings of an Ipsos poll conducted on behalf of Community Food Centres Canada.
- For this survey, a sample of 1,002 Canadians from the Ipsos I-Say panel was interviewed from March 29<sup>th</sup> to April 3<sup>rd</sup>, 2017.
- Quotas and weighting were employed to ensure that the sample's composition reflects the overall population of Ontario according to census information.
- The precision of online polls is measured using a credibility interval. In this case, the results are accurate to within +/- 3.5 percentage points, 19 times out of 20, of what the results would have been had all Canadian adults been polled.
- Credibility intervals are wider among subsets of the population.

# FOOD INSECURITY IN CANADA

- Nine in ten Canadians (91%) believe food insecurity in Canada has either got worse (41%) or stayed the same (50%) in the past decade. Only one in ten (9%) say it has improved.

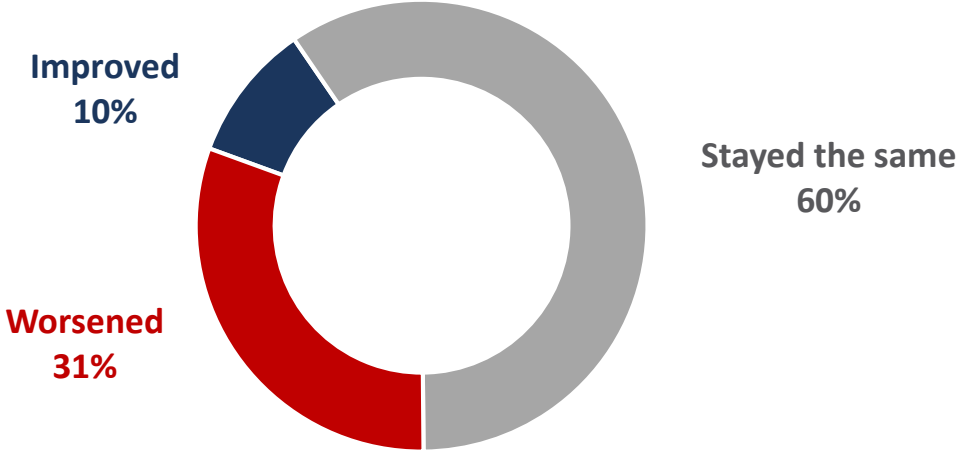


Q1. The following questions deal with hunger and household food insecurity in Canada. Food insecurity is defined as when a person worries about whether they can afford enough to eat, or goes hungry because they cannot afford food. Do you believe that the issue of food insecurity in Canada and in your community has improved, worsened, or stayed about the same in the last 10 years?

Base: All Respondents (unwtd) n=1002

# FOOD INSECURITY IN YOUR COMMUNITY

- Perceptions of food insecurity are slightly more positive when respondents reflect on their community, specifically. While nine in ten (91%) still feel the issue has either stayed the same (60%) or worsened (31%), fewer feel the situation in their community has got worse over the past decade as compared to the situation in Canada as a whole (41%).

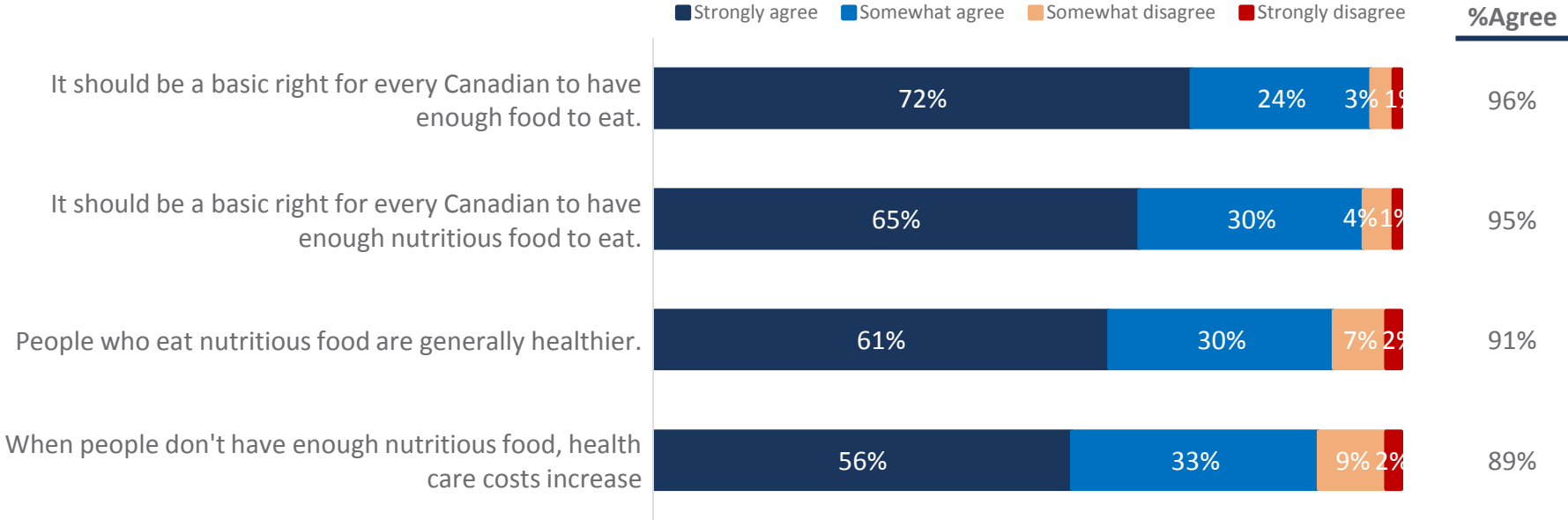


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# ACCESS TO NUTRITIOUS FOOD

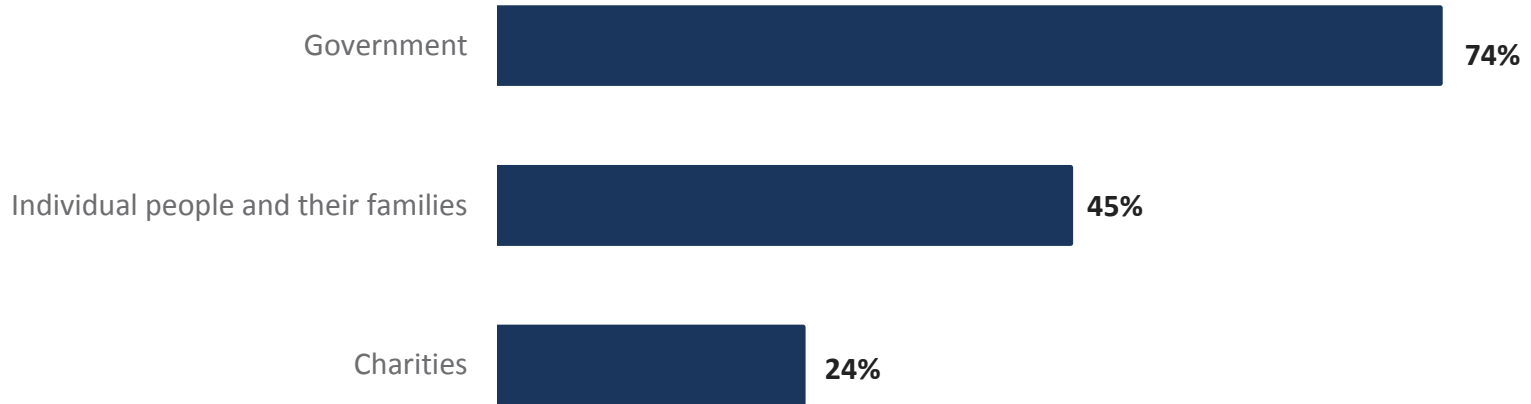
- A majority strongly agree that having enough food (72%) and having enough nutritious food (65%) to eat should be basic rights for every Canadian. Six in ten (61%) strongly agree that if people have nutritious food to eat they will generally be healthier. In cases where people do not have enough nutritious food, more than half (56%) strongly agree that health care costs can rise as a result.



Q2. To what extent do you agree or disagree with the following statements:  
 Base: All Respondents (unwtd) n=1002

# RESPONSIBILITY FOR FOOD INSECURITY

- Three in four Canadians (74%) think the government should address the issue of food insecurity. Nearly half (45%) say it is up to the individual person and their families, whereas one in four (24%) believe charities should be the ones to address food insecurity in Canada. These answers sum up to more than 100%, meaning that a large proportion of Canadians (43%) feel the responsibility for tackling food insecurity should be shared between more than one of these actors.

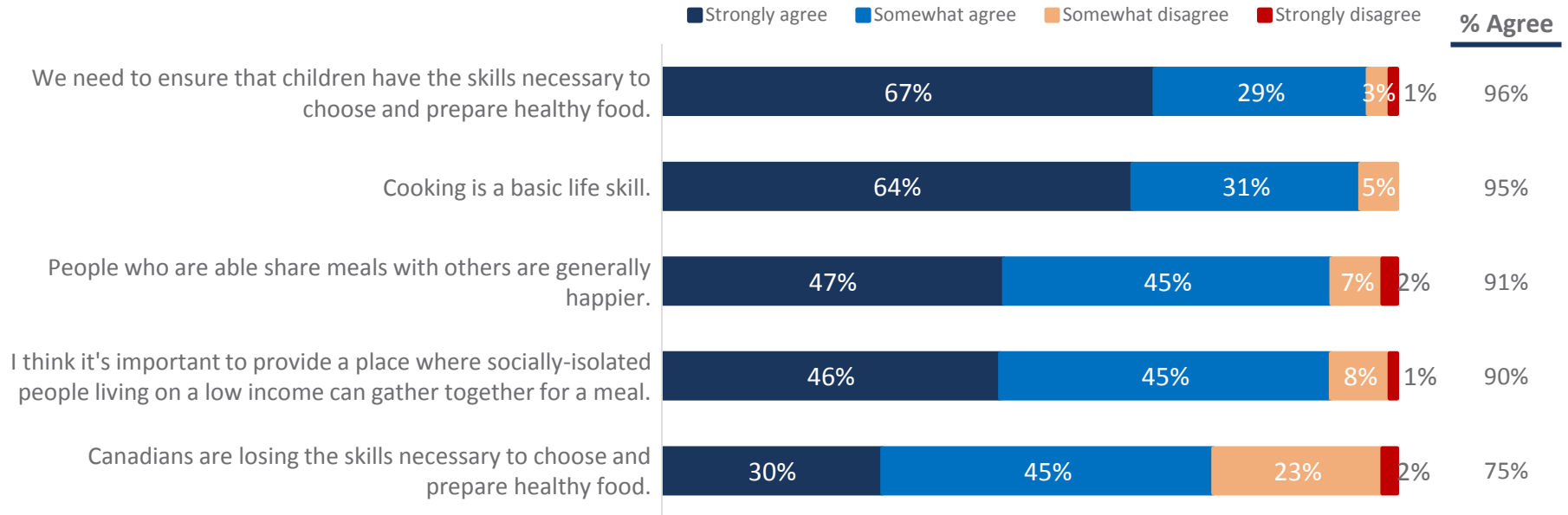


Q3. It is estimated that four million people in Canada are food insecure. Whose responsibility is it to address this issue?

Base: All Respondents (unwtd) n=1002

# COOKING AND SHARING MEALS

- Nearly all Canadians agree that cooking food is basic life skill (95%) that children should have (96%). A majority also see the social value of sharing meals: nine in ten agree people who share meals are generally happier (91%), and think having a place to gather for meals is important for the social isolated with low incomes (90%). Three in four (75%) agree Canadians are losing the skills necessary to choose and prepare healthy foods.

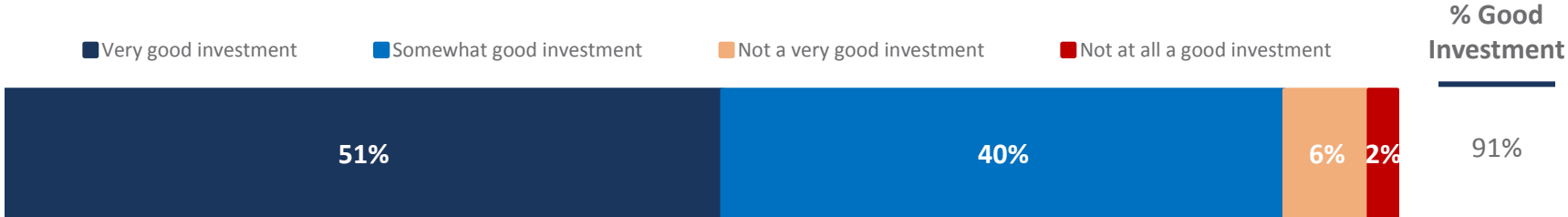


Q4. Please agree or disagree with the following statements related to cooking and sharing meals:

Base: All Respondents (unwtd) n=1002

# FRUIT & VEGETABLE SUBSIDY

- On learning of a proposal that would provide vouchers to subsidize the purchase of fruit and vegetables for low-income households, nine in ten (91%) Canadians believe this would be a good investment for the government to help address diet-related illnesses.



Q5. Fruit and vegetables are known to be one of the most important elements of a healthy diet. There exists a proposal for the introduction of a new fruit and vegetable subsidy for low-income households or those with poor health or at risk of disease. This would be delivered in the form of a voucher that could be redeemed for reduced-cost fruit and vegetables. Would this be a good investment by government to help address diet-related illness in lower-income people?

Base: All Respondents (unwtd) n=1002

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# FRUIT & VEGETABLE PRESCRIPTIONS

- A strong majority (92%) of Canadians would support the idea of doctors prescribing low-cost fruit and vegetables to low-income people vulnerable to diet-related illness as a way to treat and prevent these illnesses. Opposition to this potential program is at less than one in ten (8%).



Q6. Thinking about this fruit and vegetable subsidy, in the US there is a widespread program through which doctors can prescribe low-cost fruit and vegetables to low-income people vulnerable to diet-related illness as a way to treat and prevent these illnesses. To what extent do you support this as an approach to pursue in Canada?

Base: All Respondents (unwtd) n=1002

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